

Float Like A Butterfly, Sting Like A \$30 Million Lawsuit: Muhammad Ali Enterprises Throws a Haymaker at Fox with a Right of Publicity Claim

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Publicity rights often challenge artistic expression, property rights and fundamental fairness. In an article titled “Float Like A Butterfly, Sting Like A \$30 Million Lawsuit: Muhammad Ali Enterprises Throws a Haymaker at Fox with a Right of Publicity Claim,” featured in the *ABA Forum Newsletter*, Ryan Jacobson and Max Goodman examine how rights of publicity and the Lanham Act affect celebrities’ ability to control how their image is used in the media. They also examine how the resolution of these rights could reshape First Amendment jurisprudence. This article was published in the Vol. 34, Issue 4, Fall 2018 edition of the *American Bar Association Forum Newsletter on the Entertainment and Sports Industries*. The full article can be read on pages 46-49.

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